

CONDITIONAL USE PERMIT – PROJECT SUMMARY

Alcoholic Beverage Sales

MD Market

1995 Sebastopol Road, Santa Rosa, CA

File No. PLN25-0495

Project Description

The proposed project involves the relocation of an existing neighborhood-serving retail business from 1930 Sebastopol Road to 1995 Sebastopol Road, approximately 250 feet across the street. The project includes the transfer of an existing Type 21, Off-Sale General Alcoholic Beverage Control (ABC) license to the new location and a transition from a traditional convenience store format to a more community-focused neighborhood market. The transfer of this existing Type 21, Off-Sale General License, will not be adding any additional ABC licenses into the area, as the current active license will transfer to the new location (across the street).

The business will operate as a neighborhood market offering groceries, beverages, and household items, along with beer, wine, and spirits for off-site consumption. The market is intended to serve the everyday needs of nearby residents by providing convenient access to essential goods in a single location.

Hours of Operation

6:00 a.m. to 12:00 a.m. (midnight), seven days per week.

Staffing

The store will employ approximately two (2) employees per shift. During peak hours, limited overlap between shifts may occur to ensure efficient customer service and maintain safe and orderly operations.

Deliveries

Deliveries are expected to occur approximately two (2) to three (3) times per week. Deliveries will not occur on weekends and will be scheduled during non-peak customer hours, typically between 9:00 a.m. and 2:00 p.m., to minimize traffic and parking impacts.

Parking and Traffic

The project represents a relocation of an existing business within the same immediate area and does not introduce a new use type. Traffic generation is expected to be similar to or less than the existing operation. Customer visits are typically short in duration, and no on-site food and alcohol consumption or entertainment will be offered.

Noise and Odor

The proposed use is a standard retail market and is not expected to generate any unusual noise or odors. All operations will occur indoors, and no outdoor music or amplified sound is proposed.

Security and Public Safety

Security cameras will monitor interior and exterior areas of the premises 24 hours per day. The exterior will be well lit, and "No Loitering" signage will be posted. Mandatory identification checks will be required for alcohol purchases using point-of-sale controls, and employees will be trained in responsible beverage service and legal compliance.

Community and Economic Benefit

The project will provide convenient access to groceries and daily necessities for nearby residents while supporting local employment. MD Market will prioritize the sale of locally produced goods,

including beer, wine, and spirits sourced from Sonoma County vendors and other regional suppliers. The business already works with local producers, including Clover Farms, and will continue to expand partnerships with local vendors.

The new market location will be larger than the previous store, allowing for an expanded product selection and increased purchasing from local businesses and vendors. This expansion is expected to generate increased taxable sales for the City of Santa Rosa while supporting local supply chains and contributing to overall economic vitality.

There are no youth-oriented facilities, parks, open space, or recreational facilities within 500 feet of the project site.

Conclusion

The proposed relocation and operation of the neighborhood market, with regulated off-site alcohol sales, is designed to be compatible with surrounding uses and to operate in a safe, clean, and orderly manner. The project will provide a neighborhood-serving retail use that benefits local residents while supporting the City's economic and community development goals.